



HP Reduces Waste by 84 Percent

**Hewlett-Packard Company
Roseville, CA**

Background. The Hewlett-Packard Company (HP) is a global producer of computers, peripherals, electronic medical, and test and measurement equipment. In accordance with its environmental policy, HP is committed to conducting its business in an ethical and socially responsible manner. To HP, that commitment means a major responsibility to protect the ecology, the health and safety of its employees, its customers, and the locales in which it operates worldwide.

The Roseville plant, one of approximately 25 HP entities in California, is home to sales, engineering, and manufacturing distribution activities. With nearly 4,000 employees, the Roseville plant makes a significant contribution to the local economy. HP aims to be an asset and a positive influence on the community of which it is a part. Some examples of HP's community involvement include assisting local schools, supporting proactive environmental legislation, and fund raising for, and operating its plant with strict environmental safeguards.

Recycled-Content Products Purchases. HP buys virtually all recycled-content office products: computer paper (50-100% recycled/ 11-21% postconsumer (PC)); paper towels and toilet tissue (100% recycled); Post-It notes, Avery labels, and phone message pads (all 5-10% PC); Pendaflex files and manila folders, (all 100% PC). HP has now introduced its own recycled-content product—a laser jet printer with 25 % minimum postconsumer plastic content.

Scope of Recycling Program. HP recycles a wide range of materials: all grades of paper, cardboard, glass, scrap metal, phone books, magazines, motor oil, folders, large envelopes, boxes, packing material, ESD bags, IC tubes, assorted plastics, reels, shrink wrap, trays, toner and inkjet cartridges, wood pallets, scrap wood, electronic equipment and yard wastes. It has been well worth it! For the first three quarters of FY 1995, the Roseville plant's actual disposal costs were \$101,869; avoided costs were \$756, 255; and recycling income totaled \$325,035. Even considering the labor costs involved in recycling, the company comes out ahead (to say nothing of the gains to the overall region and ecosystem by conserving resources).

***Buying recycled products** is an extremely important facet of your integrated waste management program. Until materials are made into new products, they are not really recycled (your trash is just tidily separated.) Recycling won't work unless those products are purchased regularly. In the interest of encouraging you to consider all facets of waste prevention and recycling, these case studies include not only the buy-recycled practices of model companies, but give you a glimpse of their overall approach to waste management. Some companies highlighted in these studies are winners of the CIWMB Waste Reduction Awards Program (WRAP). Hewlett-Packard is a two-year WRAP winner.*

Best of all, the plant's landfill diversion rate has improved despite an increase in employees. For the first three quarters of FY 1995, statistics show an 84 percent (74 percent in FY 1994) diversion rate in Roseville! This exceeds the State's "50 by 2000" goal by a long-shot, and worldwide, HP's global diversion rate is nearly 68 percent.

HP also practices waste reduction by making double-sided copies and encouraging worldwide use of e-mail. The company at large has made significant strides in reducing their packaging material to the minimum amount needed to ensure safe transport of a product. They introduce and update employees on the company's waste reduction practices and environmental policy. Acting in an environmentally responsible manner is an expected employee performance standard.

Other prevention-oriented activities include conversion of printed paper reports to on-line computer access, saving 100,000 pages of fan-fold computer reports in a 3-month period. Similarly, HP switched to network distributed software, documentation, and support, saving 2,000 individual program purchases containing 6,000 manuals; 16,000 diskettes; and 2,000 shipping cartons. They recycle 95 percent of their foam packaging peanuts; eliminate film plastic overwrap on incoming products, wherever possible; reuse coffee mugs and pouches used to transport and handle PC boards; and recycle used computer equipment, both from customers and in-house. HP donates no-longer-needed office furniture, notebooks, and diskettes to schools.

What's New in Recycled-Content Products? HP has recently introduced the DeskJet® 850. The printer case is composed of 25 percent postconsumer plastic. In addition, the printer received an EPA Energy Star designation and was designed for disassembly and recycling. This printer, in part, was made possible by the HP Roseville Hardware Recycling Organization (HRO) plastic recycling efforts. HRO will take back most HP products for disassembly. Parts and components are then reused by the secondary electronics market or recycled.

Tip: It is often said and almost sounds trite, but the truth is that it takes a paradigm shift—a major change in thinking—to make the kind of changes HP has made over the past few years. One has to think about the ramifications of designing and manufacturing each item and what happens to them at the end of their life cycle. HP has long been involved in product stewardship issues and created a corporate position to coordinate divisional activities about five years ago.

Like many companies, HP has noticed the positive competition environmental concerns bring to Corporate America. This awareness benefits everyone. Once one company excels in a particular operation that benefits the environment, everyone soon follows. That means anything you do for the

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environment in the business world will have a positive domino effect. Here's where little things mean a lot...and add up to a lot of savings, in both company dollars, and health and well-being in that big Global Company where we all live and work...

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This case study is compliments of:

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